

Media Strategies & Research 1580 Lincoln Street Suite 510 Denver, CO 80203-1907

Contract # 322634	Contract	#	322634
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Schedule Dates 07/27/12-08/07/12 Advertiser POL/Senate/Democrate/Marie Cantwell (16658)

Agency Media Strategies & Research (1583) Product Political - Federal Candidate (1067) Brand Political Candidate (18969)

Salesperson Blakely, Dave (1018)

KIRO-TV

EST #11422

Local/Political

Sales Office **Buyer Name** Phone/Fax CPE

Account Types

Date:

Billing Type Standard Comments

Date Entered 07/17/12 Last Modified 08/01/12 **Entered By** Dana Dixon

CO-OP No

Headline #

Demo Order Type Normal

Date:

Comments:

Package Deal

Commission % 15.00 Commission \$3,982.50

\$22,567.50

Net Total Sales Tax Seattle (KIRO) By Broadcast Month Rate **Spots** Jul. 2012 \$4,540.00 Aug. 2012 35 \$22,010.00 Grand Total: \$26,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th F	r Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	07/30/12-08/03/12	4		5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1		 	1	. j . j		2	\$350.00	\$700.00	Seattle (KIRO)		7/17/12
2.0	Normal Line / Spot	08/07/12-08/07/12	4		5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1	1	 	 			1	\$350.00	\$350.00	Seattle (KIRO)		7/17/12
3.0	Normal Line / Spot	07/31/12-07/31/12	5		5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1	1	 	 			1	\$100.00	\$100.00	Seattle (KIRO)		7/17/12
4.1	Normal Line / Spot	08/06/12-08/06/12	5	:30	7A- CBS THIS MORNING		1	l I		1	1 1		1	\$100.00	\$100.00	Seattle (KIRO)		8/1/12
5.0	Normal Line / Spot	07/28/12-07/28/12	4	:30	6:57A- KIRO 7 EYEWITNESS NEWS SAT MORNING			 	 	1	1		1	\$195.00	\$195.00	Seattle (KIRO)		7/17/12
6.1	Normal Line / Spot	08/05/12-08/05/12	3	:30	6:57A- CBS SUNDAY MORNING			 				1	1	\$795.00	\$795.00	Seattle (KIRO)		7/24/12
7.0	Normal Line / Spot	08/01/12-08/01/12	4	:30	9:56A- PRICE IS RIGHT			l I	1	1	1 1		1	\$485.00	\$485.00	Seattle (KIRO)		7/17/12
8.0	Normal Line / Spot	08/06/12-08/06/12	4	:30	9:56A- PRICE IS RIGHT		1	1					1	\$485.00	\$485.00	Seattle (KIRO)		7/17/12
9.0	Normal Line / Spot	08/02/12-08/02/12	3	:30	9A- RACHAEL RAY			1	1 1	1			1	\$200.00	\$200.00	Seattle (KIRO)		7/17/12
10.0	Normal Line / Spot	07/27/12-07/27/12	3	:30	3:58P- 5P (PST)		I	l I		1	-		1	\$480.00	\$480.00	Seattle (KIRO)		7/17/12
11.0	Normal Line / Spot	07/30/12-08/03/12	3	:30	3:58P- 5P (PST)		1	1	1	1 1	.		5	\$480.00	\$2,400.00	Seattle (KIRO)		7/17/12

CONFIRMATION CONTRACT

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Accepted-Station:

Accepted-Agency/Advertiser:



Media Strategies & Research 1580 Lincoln Street Suite 510 Denver, CO 80203-1907

Contract #	322634	Date Entered	07/17/12
chedule Dates	07/27/12-08/07/12	Last Modified	08/01/12
dvertiser	POL/Senate/Democrate/Marie Cantwell (16658)	Entered By	Dana Dixon
gency	Media Strategies & Research (1583)	СО-ОР	No
roduct	Political - Federal Candidate (1067)	Headline #	
rand	Political Candidate (18969)	Demo	
alecnercon	Plakaly, Davis (1019)	Order Type	Normal

Salesperson	Blakely, Dave (1018)	Order Type	Normal
Sales Office	KIRO-TV	Package Deal	
Buyer Name	ians in	Commission %	15.00
Phone/Fax	/	Commission	\$3,982.50
CPE	EST #11422	Net Total	\$22,567.50
Account Types	Local/Political	Sales Tax	

Account Types

Date:

Billing Type

Comments

Local/Political

Standard

Seattle (KIRO) By Broadcast Month Spots Rate Jul. 2012 \$4,540.00 35 \$22,010.00 Aug. 2012 Grand Total: \$26,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu V	Ne T	h Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	3:58P- 5P (PST)		1						1	\$480.00	\$480.00	Seattle (KIRO)		7/17/12
13.0	Normal Line / Spot	07/31/12-08/02/12	3		4:57P- KIRO 7 EYEWITNESS NEWS @ 5P			1	1	1			2	\$700.00	\$1,400.00	Seattle (KIRO)		7/17/12
14.0	Normal Line / Spot	08/06/12-08/06/12	3		4:57P- KIRO 7 EYEWITNESS NEWS @ 5P		1						1	\$700.00	\$700.00	Seattle (KIRO)		7/17/12
15.0	Normal Line / Spot	07/30/12-08/03/12	3		5:29P- KIRO 7 EYEWITNESS NEWS @ 530P		1			1			2	\$650.00	\$1,300.00	Seattle (KIRO)		7/17/12
16.0	Normal Line / Spot	07/27/12-07/27/12	3		5:59P- KIRO 7 EYEWITNESS NEWS @ 6P					1			1	\$650.00	\$650.00	Seattle (KIRO)		7/17/12
17.0	Normal Line / Spot	07/30/12-08/03/12	3		5:59P- KIRO 7 EYEWITNESS NEWS @ 6P		1	1	1 1	1 1			5	\$650.00	\$3,250.00	Seattle (KIRO)		7/17/12
18.0	Normal Line / Spot	08/06/12-08/06/12	3		5:59P- KIRO 7 EYEWITNESS NEWS @ 6P		1						1	\$650.00	\$650.00	Seattle (KIRO)		7/17/12
19.0	Normal Line / Spot	08/04/12-08/04/12	4		6:28P- KIRO 7 EYEWITNESS NEWS @ 630P						1		1	\$425.00	\$425.00	Seattle (KIRO)		7/17/12
20.0	Normal Line / Spot	07/27/12-07/27/12	4		6:58P- ENTERTAINMENT TONIGHT					1			1	\$525.00	\$525.00	Seattle (KIRO)		7/17/12
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Date:

Comments:

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Accepted-Station:

Accepted-Agency/Advertiser:

Medi 1580 Suite		, Inc. rd Avenue VA 98121	Sci Add Agg Pro Sai Sai Bu Ph CP Aco	ontract hedule Dates vertiser ency oduct and lesperson les Office yer Name one/Fax E count Types ling Type mments		/07/12 Democ gies & deral Ca didate (e (1018	rate/N Resea andida (1896)	rch (15 ate (10	583)	II (16658		Date Enterd Last Modifi Entered By CO-OP Headline # Demo Order Type Package De Commission Commission Net Total Sales Tax	ied 0; , D N : : : : : : : : : : : : : : : : : :	7/17/12 8/01/12 ana Dixon o lormal 5.00 3,982.50 22,567.50		Seattle (KIRO) By Broadcast Month Jul. 2012 Aug. 2012 Grand Total:	Spots 7 35 42	\$4,540.00 \$22,010.00 \$26,550.00
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	√ Mo	Tu V	Ve Th	ı Fr Sa	Su	Spots	Rate	Total	ı	Station	Comment	s Enterec
	Line Type / Break Type (Ref #) Normal Line / Spot	Dates 07/27/12-07/27/12	Sec 3	:30 10 E	Run Times 0:59P- KIRO 7 /EWITNESS NEWS @ IPM	SPW	V Mo	Tu V	Ve Th	Fr Sa	Su	Spots 1	Rate \$1,100.0) Seattle (KIR		Comment	5 Enterec 7/17/12
21.0	,, , ,, ,		Sec 3	:30 10 EY 11 :30 10 EY	0:59P- KIRO 7 YEWITNESS NEWS @	SPW	V Mo		Ve Th	1	Su	Spots 1		0 \$1,100.00) Seattle (KIR	(O)	Comment	
21.0	Normal Line / Spot	07/27/12-07/27/12	3	:30 10 ET 1: :30 10 ET 1: :30 10	0:59P- KIRO 7 YEWITNESS NEWS @ LPM 0:59P- KIRO 7 YEWITNESS NEWS @	SPW				1	Su	Spots 1 5	\$1,100.0	0 \$1,100.00 0 \$5,500.00		0)	Comment	7/17/12
22.0	Normal Line / Spot Normal Line / Spot	07/27/12-07/27/12 07/30/12-08/03/12	3	:30 1(E 1: :30 1(E 1: :30 1(E 1: :30 1(E	D:59P- KIRO 7 //EWITNESS NEWS @ LPM D:59P- KIRO 7 //EWITNESS NEWS @	SPW	1			1	Su	Spots	\$1,100.0 \$1,100.0	0 \$1,100.00 0 \$5,500.00 0 \$1,100.00) Seattle (KIR	(0)	Comment	7/17/12 7/17/12
21.0 22.0 23.0 24.0	Normal Line / Spot Normal Line / Spot Normal Line / Spot	07/27/12-07/27/12 07/30/12-08/03/12 08/06/12-08/06/12	3	:30 10 E	0:59P- KIRO 7 YEWITNESS NEWS @ LPM 0:59P- KIRO 7 YEWITNESS NEWS @ LPM 0:59P- KIRO 7 YEWITNESS NEWS @ LPM 0:59P- KIRO 7	SPW	1			1	Su	Spots 1 5 1 1 1 1 1 1 1	\$1,100.0 \$1,100.0 \$1,100.0	0 \$1,100.00 0 \$5,500.00 0 \$1,100.00 0 \$795.00	Seattle (KIR	(O) (O) (O)	Comment	7/17/12 7/17/12 7/17/12

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Accepted-Station:

CONFIRMATION CONTRACT

11PM

11PM

Date:

:30 10:59P- KIRO 7 EYEWITNESS NEWS @

27.0 Normal Line / Spot

Accepted-Agency/Advertiser:

7/17/12

\$795.00 Seattle (KIRO)

Comments:

\$795.00

Date:

08/05/12-08/05/12